



Exciting New Partnership Creates an Enterprising Workforce

A new partnership between SFEDI Awards and SureTrax sees the launch of the self marketing and personal enterprise qualification and programme.

This unique and innovative employability programme promotes entrepreneurial attitudes and is based on proven sales, business and enterprise techniques. It offers learners the chance to learn to engage with employers with confidence and better achieve their career goals.

Over the last 6 months SureTrax, in partnership with SFEDI Awards, has worked in collaboration with regional JCP and housing associations to deliver this programme to over 500 learners.



Throughout the programme, the responsibility for engaging with employers rests with the learners helping to develop and promote ownership and action leading to learners becoming their own research, employer engagement and sales team.

Designed to help people to take responsibility for their own outcomes, take action, think like an employer and discover their true potential, the programme enables learners to communicate with employers in a confident and professional manner.

Just as a commercial enterprise might typically have a Business Plan; your clients will leave the course with their own Personal Enterprise Plan providing the building blocks

for a sustainable life in work and inspire them to take on opportunities as they arise in order to better achieve their life goals.

This exciting new programme is based on the SFEDI Awards Level 1 Certificate in Self Marketing and Personal Enterprise (600/8392/X) where learners work towards the following subjects:

1. Planning for Success in the Employment Market
2. Selling Yourself in the Employment Market
3. Business Techniques for Successful Interviews
4. Preparation for Life & Work
5. Developing Attitudes for the Workplace
6. Preparing for Progression in the Workplace

With pilots of the programme showing up to 62% successful job outcome rates this programme is really taking hold proving just how important self marketing and enterprise skills are to securing that job.

There is also a complete support package of learning materials, train the trainer and referral and tracking services that can also be provided to further support the delivery of this innovative programme.

For more information on the programme and the support materials available please contact SureTrax on [01642 345121](tel:01642345121) or via email at enquiries@suretrax.org.uk.



If you are a current SFEDI Awards centre and would like to add this exciting new qualification to your current offer please click [here](#) and submit the New Qualification Application Form.

If your organisation would like to join the SFEDI Awards delivery network please click [here](#) to find out just how simple the process can be for you.

If you would like to talk to a member of the SFEDI Awards Customer Service Team for further information you can speak to them via telephone on [0845 224 5928](tel:08452245928) or via email customerservices@sfediawards.com.